***An Effective MMOS, pg 192-199***

1. ***An effective MMOS needs to contain the following elements. Elaborate briefly on each.***
   1. ***Accessibility***When developing your online solution, consider how you can communicate your message more effectively to people with special needs. You should avoid making communication unnecessarily difficult for people with special needs, including the very young, the elderly and those with disabilities such as low vision, colour blindness, limited mobility, limited language skills or computer skills.
   2. ***Clarity***  
      Whether spoken or written, your solution’s language should be clear enough for most audience members to understand. The primary goal of any solution is to convey information to the audience. If you do not convey why you concluded that your hypothesis was supported or refuted and justify this using multiple types of data, your solution will fail.
   3. ***Readability***
      1. ***Typefaces***Use a plain, legible typeface for body text. Use either serif (such as Times New Roman) or sans-serif (such as arial). Decorative, script and handwriting typefaces are not recommended. If you must use a decorative, script or handwriting typeface, reserve it for headings only. Do not use more than three typefaces on the same screen, or your solution will begin to look untidy, as if you have thrown it together haphazardly rather than designed it carefully.
      2. ***White space***White space is a section of a graphic representation that is empty of any colour or object, which is used to create a clean, uncluttered look that is not considered wasted space by designers. In this instance, it refers to the empty parts of the screen that can be used to aid readability.
   4. ***Relevance***Regardless of your solution’s topic, make sure you do not veer off onto another topic. Your audience is there for the stated message – your Outcome. They will have little tolerance for off-topic information. Only include material that relates directly to your hypothesis.
   5. ***Accuracy***Your multimodal solution aims to educate your audience. Make sure that the information you provide is correctly based on the conclusion you have drawn from investigating your hypothesis. Any data sources you used during Unit 3, Outcome 2 should have been reputable sources. Remember: Wikipedia is not an acceptable source of data. Any additional facts you cite in your MMOS must be checked in at least 2 places. Providing incorrect, outdated or misleading information is a violation of the trust an audience puts in an author.
   6. ***Useability***
      1. ***Plug-ins***Plug-ins are software modules added to applications to enhance their functionality, such as browser plug-ins to block pop-ups or display PDF documents. If you use a Flash animation to convey vital information, but some of your audience does not have a Flash player installed, your message cannot be communicated.
      2. ***Browsers***The World Wide Web Consortium (W3C) publishes standards that websites and browsers are supposed to obey to be compatible with each other. However, no browser has perfectly achieved this aim and some sites do not work well in some browsers. As the developer of a MMOS, you cannot know how your audience has configured browsers and devices. Are pop-up windows disabled? Are ads blocked? Is sound muted? Is JavaScript blocked? Is image loading turned off? Are cookies disabled? Any these can cause your MMOS to perform less adequately than expected.
      3. ***Hardware***A web developer building a page for a 1920 x 1080-pixel monitor may be disappointed to see how unattractive and unusable the page renders on the 4-inch screen of a smart phone. Catering equally for all browsing devices is difficult. Not everyone has the time, skill and budget needed to create and maintain both mobile and desktop versions of websites, or write the JavaScript that can cope with browser differences. However, you should try to cater for the most popular current devices – smartphone, tablet and desktop – so you can communicate your message to as large an audience as possible.
      4. ***Media***Avoid media that are only playable on certain platforms, such as Mac OS, or with certain players, such as Windows Media Player. Media not supported by major technology suppliers, such as Flash, should also be avoided. Restrict yourself to standard media types. Because of the sheer amount of information in media files, most media file formats are compressed. Some use *lossy* compression (such as JPG, MP3, MP4), which reduces file size by removing detail and reducing quality. The user can usually choose how much compression to apply: a little compression is often unnoticeable. The other compression method is *lossless* (GIF and TIFF images, FLAC music, Zip/RAR archives), which reduces file size by optimising data encoding to reduce repetition.
   7. ***Timeliness***Your MMMOS should be media-rich, and multimodal files can be large and slow to load. For it to be timely, there should be no significant delays in retrieving the information you have provided. However, users are known to be impatient. They are likely to leave if each page or screen takes more than a few seconds to load. It is difficult to make a media-rich online solution load quickly for users with slow internet connections. You must always balance media size against acceptable quality levels in various ways.
   8. ***Completeness***Completeness means that the information you are presenting in your MMOS is just that: complete. You need to ensure you present all of your findings to substantiate the conclusion you reached in Unit 3, Outcome 2. If you do not do this, you will not be able to convince your audience successfully that your hypothesis was genuinely supported or refuted. Althogh ou have a degree of latitude in how you present the information you have obtained from gathering and processing your data, you must still present all of it so that it can be considered properly. You can use some of the tactics referred to in the ‘Integrity of data’ section in Chapter 2 as a guide if you find yourself struggling.
   9. ***Attractiveness***

The interface is the only part of your solution that users will see. It must be appealing, attractive, and easy to use, regardless of how brilliant your information architecture is.